# Finding Sales Leads
# with Reference USA

The Reference USA database is a great resource for finding sales leads.

## Here's how:

**1.a. When you are at the Library:** Select the "Other Databases" button in the Library Catalog (on a catalog computer). Look in the center column for the **Reference USA** heading.

**1.b. When you are using a computer at home:** Go to http://www.tempe.gov/library/. Select **electronic resources.** Look for the **Reference USA** heading.

**2.** You will need to input your library card number and PIN before you may gain access.

**3.** In the **Reference USA** database, select the **Business Database** option

**4.** Select the **Custom Search** option.

**5.** A **Custom Search** in **Reference USA** involves a two-step process. before actually performing your search, you will indicate the search parameters you want to use.
Notice that there are many ways to formulate your search. You may specify a geographic area as small as a specific zip code, and you may specify type of business in many ways.
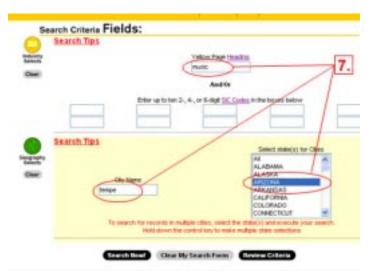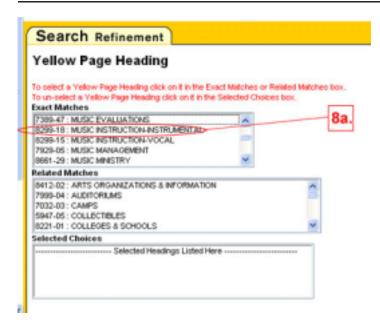
**6.** For this search, check **Yellow Pages Heading or SIC**, and also check **City**. We will use a Yellow Pages heading and pinpoint a particular geographic area.

**7.** Type a simple, descriptive word in the **Yellow Page Heading** box, and the system will provide you with a choice of heading topics.

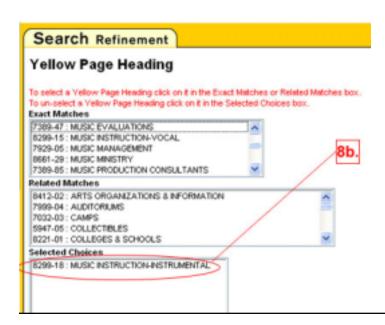Type the name of the city your are searching, and indicate the state.

**8a. Reference USA** gives a choice of Yellow Pages headings. Choose one or more headings to find the business type(s) you want.

**Search** Refinement

**Yellow Page Heading**

To select a Yellow Page Heading click on it in the Exact Matches or Related Matches box.
To un-select a Yellow Page Heading click on it in the Selected Choices box.

**Exact Matches**

7389-47 : MUSIC EVALUATIONS
8299-15 : MUSIC INSTRUCTION-VOCAL
7929-05 : MUSIC MANAGEMENT
8661-29 : MUSIC MINISTRY
7389-85 : MUSIC PRODUCTION CONSULTANTS

**Related Matches**

8412-02 : ARTS ORGANIZATIONS & INFORMATION
7999-04 : AUDITORIUMS
7032-03 : CAMPS
5947-05 : COLLECTIBLES
8221-01 : COLLEGES & SCHOOLS

**Selected Choices**

8299-18 : MUSIC INSTRUCTION-INSTRUMENTAL

**8b.** After you select the heading, notice that the chosen heading is now visible under **Selected Choices**. Press the **Search Now!** button to continue.

Displaying 1–4 of 4

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| All | Company Name | Address | City/State | ZIP | Phone | Linkage Up Down |
|---|---|---|---|---|---|---|
| ☐ | BARON MUSIC STUDIO | 1050 E SOUTHERN AVE | TEMPE, AZ | 85282 | (480) 303-9676 | |
| ☐ | CLASSIC TOUCH MUSIC ACADEMY | 2121 S MILL AVE | TEMPE, AZ | 85282 | (480) 921-3308 | |
| ☐ | HERMES GUITAR STUDIO | 920 S KENWOOD CIR | TEMPE, AZ | 85281 | (480) 967-1528 | |
| ☐ | TONAL CENTER-MUSIC INSTRUCTION | Not Available | TEMPE, AZ | 85281 | (480) 894-3348 | |

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**9.** All of the City of Tempe businesses for the category will be displayed, with addresses and phone numbers.

Adidtional information, often including a contact name, is available by clicking on the business heading.

You may formulate many other searches for sales leads, depending on your interest. If you have questions about SIC codes, NAICS or any other questions about this database, call the Tempe Public Library Reference Desk at (480)350-5511. The Librarian may be able to tell you how to get the information you need.